



Race to Excellence Conference Call

BWC Network Members Race to Excellence May 25, 2005

Network Strategy Sessions provide valuable information to help Best Workplaces for CommutersSM Network Members grow their own commuter programs and promote the Best Workplaces for CommutersSM brand. Moderated by the U.S. Environmental Protection Agency (EPA), these seminars feature experts on key topic areas.

On May 25, 2005, Best Workplaces for CommutersSM hosted a conference call to check in with BWC Network Members on the first annual Best Workplaces for CommutersSM "Race to Excellence." Patrice Thornton, EPA forum moderator, introduced the contest.

What is the Race to Excellence?

The Race to Excellence is a nationwide event for BWC Network Members and Employee Transportation Coordinators (ETCs) to receive recognition for their efforts in promoting Best Workplaces for CommutersSM. Participation in the Race to Excellence is simple: all you need to do is print out the application, check off the activities that you participated in between March 1 and August 1, and fax it back to the Best Workplaces for CommutersSM team!

There are three levels of recognition in the Race to Excellence. The more resources you devote to promoting Best Workplaces for CommutersSM, the greater your recognition will be. The levels of recognition—Bronze, Silver, and Gold—correspond to a certain set of activities necessary to achieve that tier.

To receive recognition at the Bronze Level, Network Members are asked to perform four of the following activities:

- Promote Best Workplaces for CommutersSM at one or more local events.
- Incorporate the Best Workplaces for CommutersSM logo and messages into your own marketing materials.
- Make announcements about Best Workplaces for CommutersSM at chapter or other organizational meetings.
- Promote Best Workplaces for CommutersSM in chapter or other organizational mailings.
- Display Best Workplaces for CommutersSM posters in strategic locations, as well as at transportation fairs and related events.
- Send a letter or article to a local newspaper promoting Best Workplaces for CommutersSM as a solution to traffic congestion and air pollution and send us a copy.
- Feature local Best Workplaces for CommutersSM in your newsletter.
- Submit your own idea!

Four activities might sound like a lot, but the bronze level activities are of a routine nature—in fact, you probably have already completed some of them. Additionally, Best Workplaces for CommutersSM has resources available to help you complete these tasks, such as sample newsletter articles, Best Workplaces for CommutersSM posters, and brochures.

EPA encourages BWC Network Members to incorporate Best Workplaces for CommutersSM into



Visit www.bwc.gov • Call 888 856-3131 • E-mail bwc@epa.gov





Race to Excellence Conference Call

their local program. We do not want this to be a burden. BWC Network Members who have actively promoted Best Workplaces for CommutersSM alongside their own program have told us that it makes their marketing messages even stronger. Network members are able to tell their clients that they can gain exceptional national recognition by participating in their local program.

To achieve the Silver Level, Network Members are asked to achieve the Bronze Level and perform three of the following activities:

- Promote the use of the Best Workplaces for CommutersSM logo to at least 25 percent of the participating employers in your community. This could be accomplished through a blast e-mail or a face-to-face presentation.
- Place Best Workplaces for CommutersSM logo on your organization's Web site with a link to <www.bwc.gov>.
- Utilize the Best Workplaces for CommutersSM PowerPoint presentation and brochures in an employer group setting.
- Be a guest speaker for an Employer Phone Forum or BWC Network Strategy Session.
- Coordinate a recognition event for your area's Best Workplaces for CommutersSM employee transportation coordinators.
- Gather data from employers to help make the "business case" for commuter benefits, including quantifiable cost/benefits information.
- Gather data on changes in non-single occupancy vehicle commuting.
- Gather data related to company savings (i.e., return on investment) through commuter benefits.
- Gather data on employers who have increased

commuter benefits, or added a new commuter benefit, to qualify for the list.

- Submit your own idea!

At the Gold Level, Network Members are asked to achieve both the Silver and Bronze Level as well as perform at least two of the following tasks:

- Encourage at least three employers to apply for the list of Best Workplaces for CommutersSM. (Extra credit will be given for employers with large numbers of employees.)
- Encourage at least one FORTUNE 500 employer or an additional FORTUNE 500 worksite to apply for the list of Best Workplaces for CommutersSM. Link to <www.bwc.gov/campaign/f500.htm> for more information.
- Identify and encourage an organization to apply to be a Best Workplaces for CommutersSM District. Link to <www.bwc.gov/about/districts.htm> for more information.
- Develop your own listserve or e-mail list of Best Workplaces for CommutersSM employers in your community. Use it to congratulate employers who are using the Best Workplaces for CommutersSM logo.
- Contribute to a Best Workplaces for CommutersSM Campaign with staffing resources and/or specific activities. Link to <www.bwc.gov/campaign/index.htm> for more information.
- Organize a challenge among employers in one of the 5 key Best Workplaces for CommutersSM industries in your community. Key industries include universities, hospitals, information technology, banking/financial, and local, state, and federal governments.



Visit www.bwc.gov • Call 888 856-3131 • E-mail bwc@epa.gov





Race to Excellence Conference Call

- Qualify as one of the Best Workplaces for CommutersSM.
- Submit your own idea.

Have fun with your activities! The Race to Excellence is a way that Best Workplaces for CommutersSM can recognize you for the work that you're already doing. If you are participating in other activities that aren't listed in the above descriptions, contact Best Workplaces for CommutersSM and we can find a way to include them. If you have a question about a proposed activity, or you have an activity planned that does not fall between March 1 and August 1, contact us at (888) 856-3131 or <bwc@epa.gov>. The Race to Excellence is designed to be flexible. Also, feel free to coordinate with other organizations and apply together for co-recognition!

Why Should I Apply?

EPA will recognize those organizations participating in the Race to Excellence at the ACT Conference this fall. Each level of achievement gains additional coverage:

Bronze Level

- Certificate of recognition.
- Letter to company management signed by EPA recognizing your personal achievements.
- Recognition on the BWC Web site and in newsletters.

Silver Level

- Certificate of recognition.
- Letter to company management signed by EPA recognizing your personal achievements.
- Recognition on the BWC Web site and in newsletters.

- Release to the business/environmental section of local newspaper.
- Letter to local elected officials or decisionmakers.

Gold Level

- Certificate of recognition.
- An award (to be determined).
- Letter to company management signed by EPA recognizing your personal achievements.
- Release to the business/environmental section of local newspaper.
- Letter to local elected officials or decisionmakers.
- Inclusion of organization on a brochure that will list all Gold Level participants and will be showcased at conferences and other events throughout the year.

All of the awards presented to Network Members will be generated in close collaboration with the winners. The ultimate goal of the Race to Excellence is to reward you for your excellent work, so Best Workplaces for CommutersSM will work with you to ensure that you get value out of your participation.

Closing

Ms. Thornton closed the call by encouraging everyone to visit <www.bwc.gov> and review the application forms. If anyone has any questions about the Race to Excellence, they may contact Patrice Thornton at (734) 214-4329 or <thornton.patrice@epa.gov>. Participants may also contact the Best Workplaces for CommutersSM information request line at (888) 856-3131 or <bwc@epa.gov>.

